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CONSUMER TIME

R-13

NETWORK: NBC-RED

DATE: September 20, 1941

ORIGINATION: WRC

TIME: 11:30-11:15 AM-EST

Produced by Consumers' Counsel Division of the Department of Agriculture,  
and presented in cooperation with defense and nondefense agencies  
of the United States Government working for consumers.

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1. ANNOUNCER: This is CONSUMER TIME.

2. SOUND: CASH REGISTER - CLOSE DRAWER

3. NANCY: That's your money buying food.

4. SOUND: CASH REGISTER

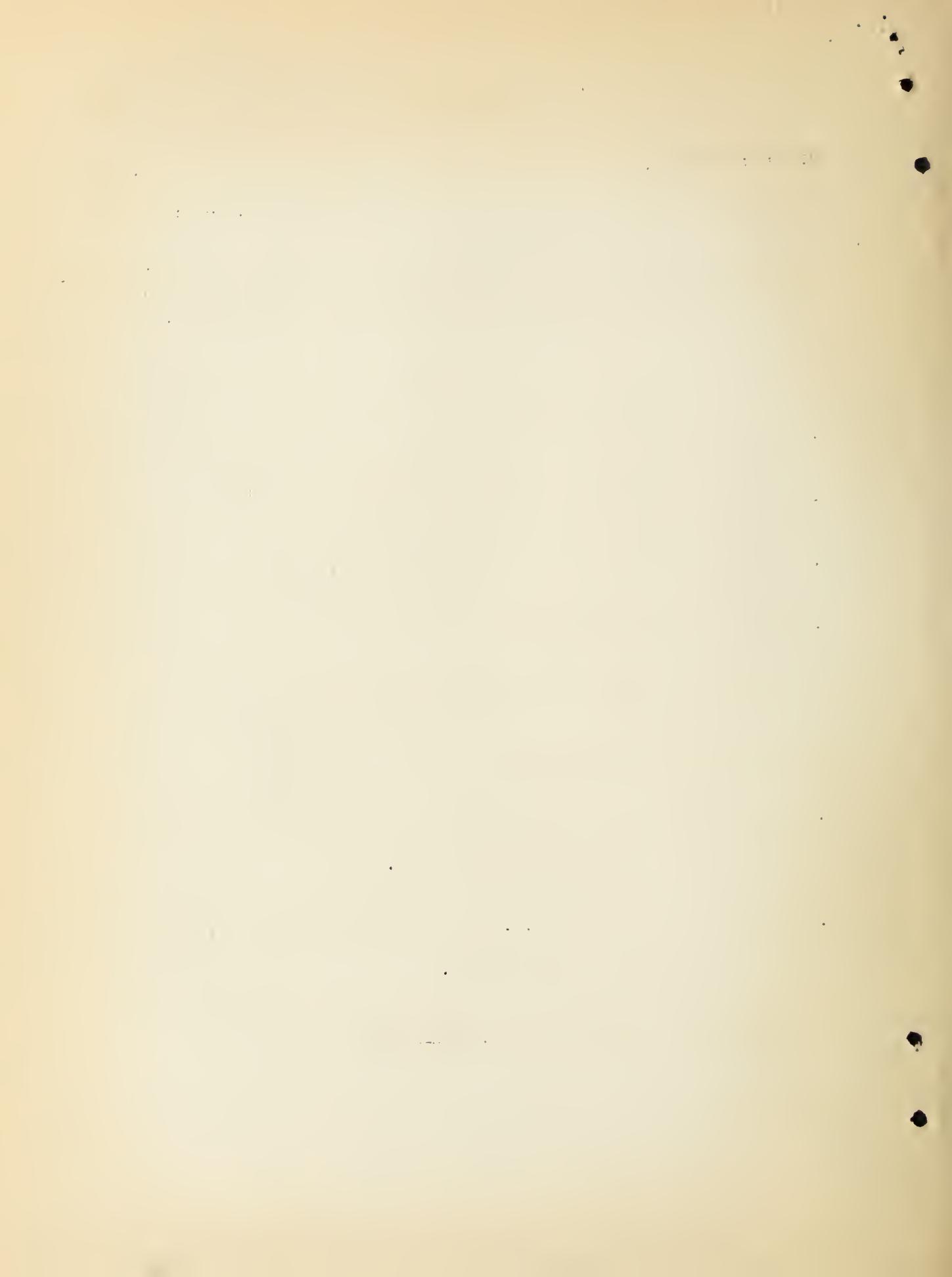
5. GUNNAR: That's your money paying for a home.

6. SOUND: CASH REGISTER

7. NANCY: That's your money buying clothes and the thousands  
of other things you need.

8. GUNNAR: That's you . . . paying for these things . . . money  
out of your pockets.

9. SOUND CASH REGISTER - CLOSE DRAWER



10. ANNOUNCER: CONSUMER TIME brings you facts about how to make your pennies and dollars buy more of the things you need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with defense and nondefense agencies of the United States Government working for consumers.

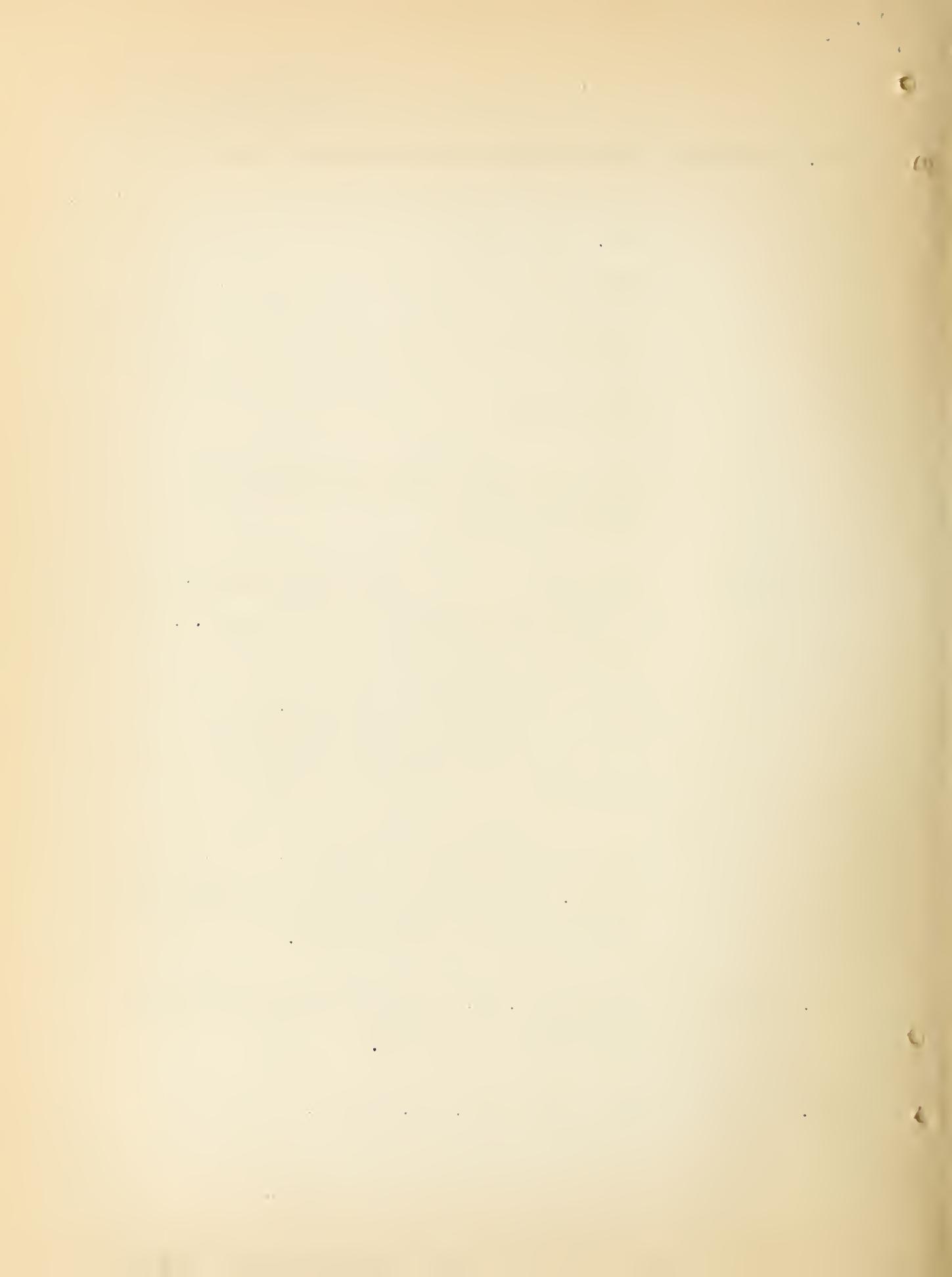
And here is Gordon Hubbel, representing the Consumers' Counsel.

11. HUBBEL: Thank you, , and hello, everyone. Yes, we have lots of information for you today . . . not only facts about how to buy the things you need . . . but facts about how to use them . . . to make them last longer . . . to help you get the most service from them.

And here's our inquiring consumer . . . Mrs. Evelyn Freyman. She's a young housewife and always seems to have a lot of questions to ask.

12. FREYMAN: Certainly do, Mr. Hubbel. I want to get a lot of those facts you mentioned.

13. HUBBEL: Now's your chance, Mrs. Freyman. We have two mighty good consumer reporters who have been digging up all kinds of information for you.



14. FREYMAN: That sounds fine. Where shall we start?

15. HUBBEL: Let's see, I think Nancy has the first story today?

16. NANCY: That's right.

17. FREYMAN: Okay, Nancy, let's get going.

18. NANCY: I have some facts about winter clothes . .

19. FREYMAN: How to buy winter clothes, you mean?

20. NANCY: Not this time, Mrs. Freyman. I'm going to give you some facts from the Bureau of Home Economics about how to get your winter clothes in shape . . the ones that you've had in storage all summer.

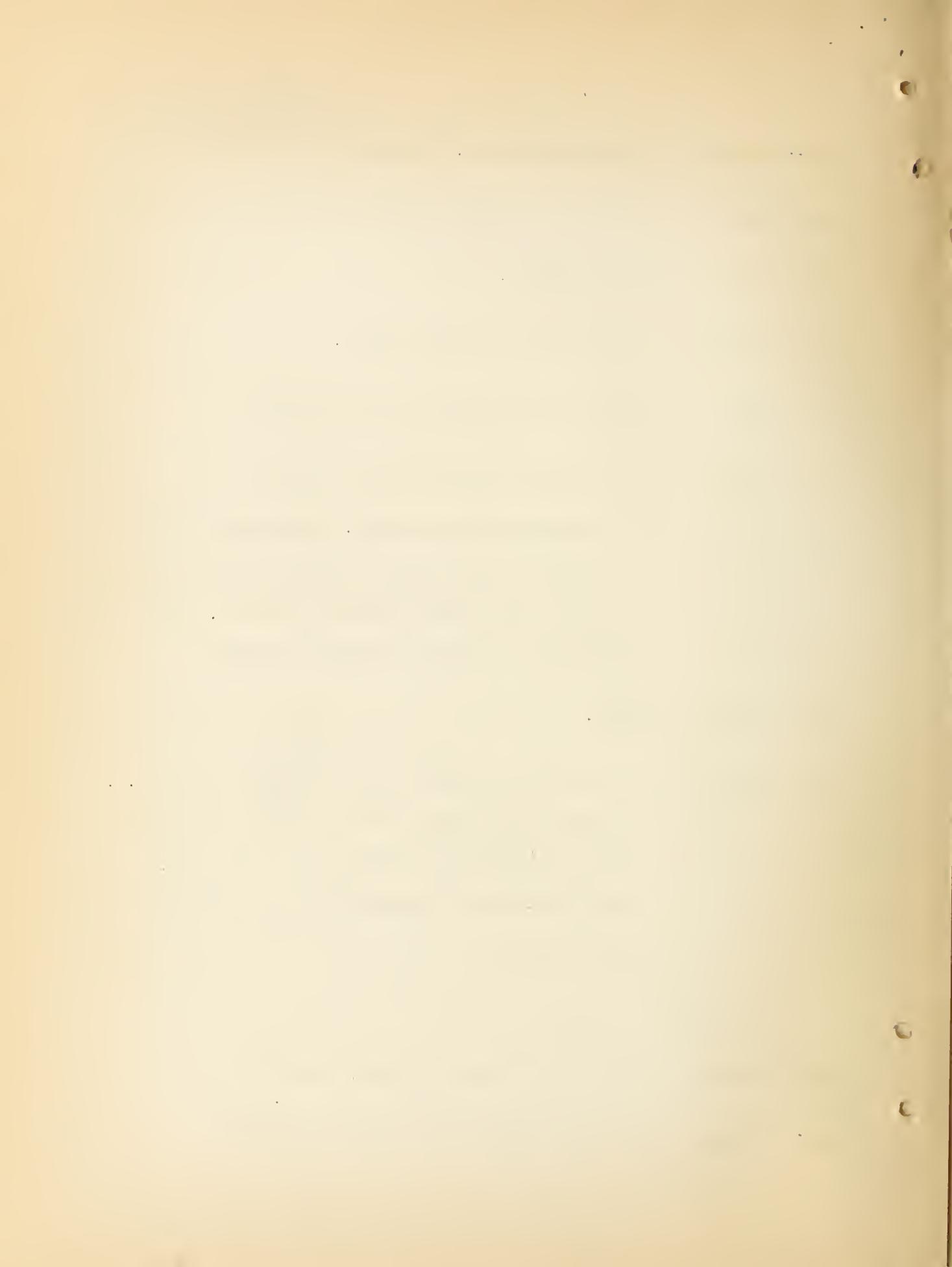
21. FREYMAN: Good.

22. NANCY: But first, let's look in on our consumer family . . the Miles. Mrs. Miles and Barbara are busy in the bedroom, with clothes spread all over the bed.  
(FADE) Mr. Miles struggles into the room with another armful . .

(PAUSE)

23. FATHER: Where do you want this pile, Mother?

24. MOTHER: Put them right there on the chest, Harry.



25. FATHER: Phew! I hope that's all.

26. BARBARA: Me, too.

27. FATHER: Sure looks like we had an awful lot of clothes for a family like us.

28. BARBARA: A lot of clothes! Why, Dad, Mother and I were just saying we'd have to buy some more.

29. MOTHER: Now, Barbara, I didn't say that . . . not quite. I said it would be nice if we could.

30. FATHER: Well, I hope you know the state of the family budget.

31. MOTHER: I'm afraid I do.

32. BARBARA: But gee, Mother, these dresses and things aren't going to be . . .

33. MOTHER: You just wait, honey. A little altering here and there . . . a little sponging and pressing . . why you won't . . .

34. FATHER: Speaking of pressing . . is my winter suit somewhere in this pile of clothes?

35. BARBARA: Here it is, Dad. Kinda crumpled up, though.

36. FATHER: Ummm . . same old shine on the pants . . I do wish there was some way to get rid of that shine . . .



37. BARBARA: I have the same shine on my school skirt . . Mother, isn't there any way we can get that shine off?

38. MOTHER: I've tried a dozen different things, Barbara, but none of them ever really worked.

(PAUSE)

39. NANCY: So here we come, Mrs. Freyman, with our first suggestion - how to get that shine from trousers and skirts and coats. That's our first hint about putting your winter clothes in shape.

40. FREYMAN: That's very practical . . how do you go about it?

41. NANCY: It's very easy, . . put a little ammonia in some water, and sponge the shiny place.

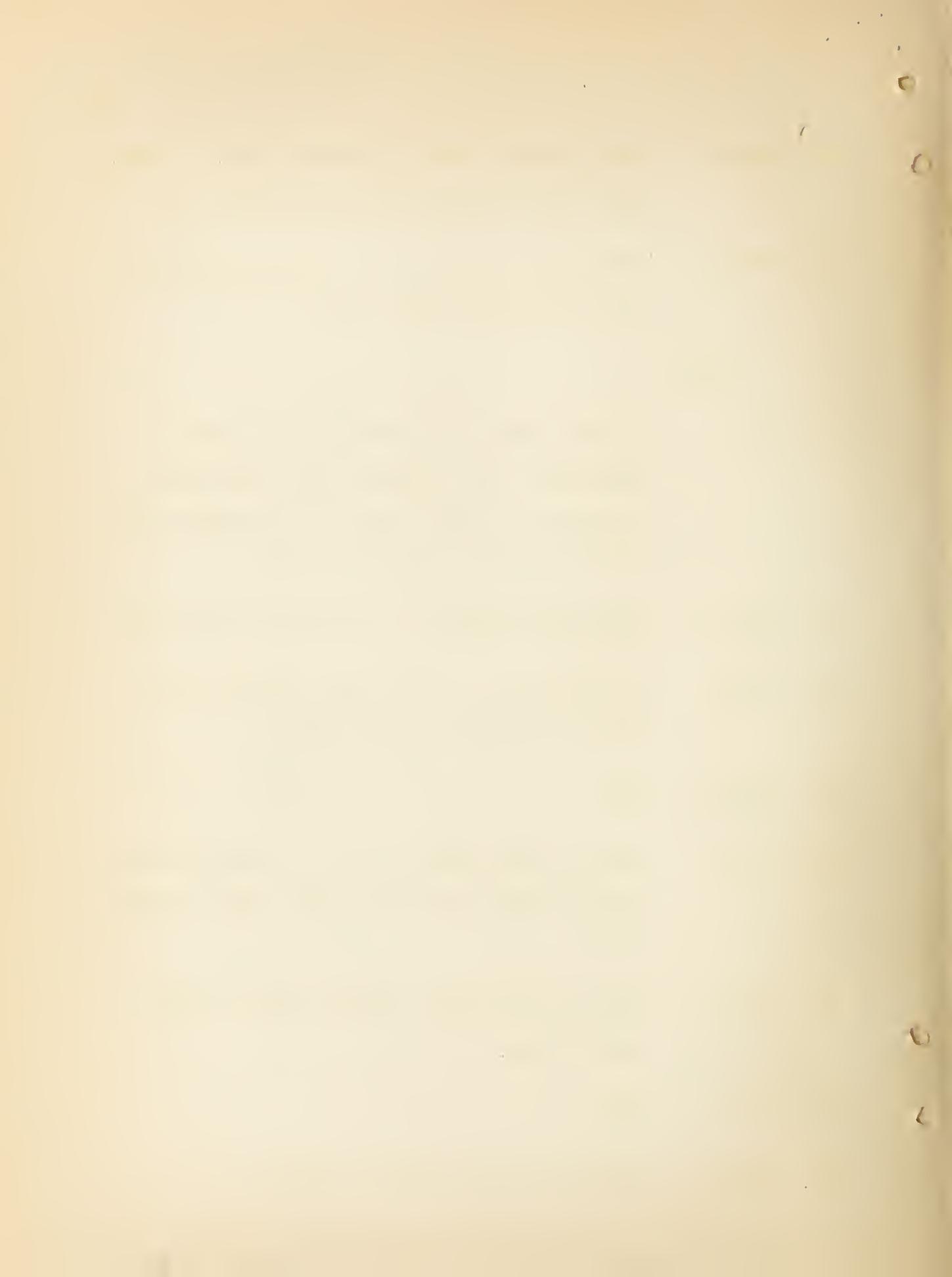
42. FREYMAN: Yes?

43. NANCY: Then press with plenty of steam, and when the cloth is dry, rough up the surface with a piece of emery paper.

44. FREYMAN: Sponge the shiny place with water with a little ammonia added.

45. NANCY: Right.

46. FREYMAN: Then press it with plenty of steam.



47. NANCY: Yes.

48. FREYMAN: And when the cloth is dry, rub it with a piece of emery paper.

49. NANCY: Correct.

50. FREYMAN: Just how do you go about this pressing business? I have always thought of pressing clothes as sort of an ironing job . . but my mother says . .

51. NANCY: What?

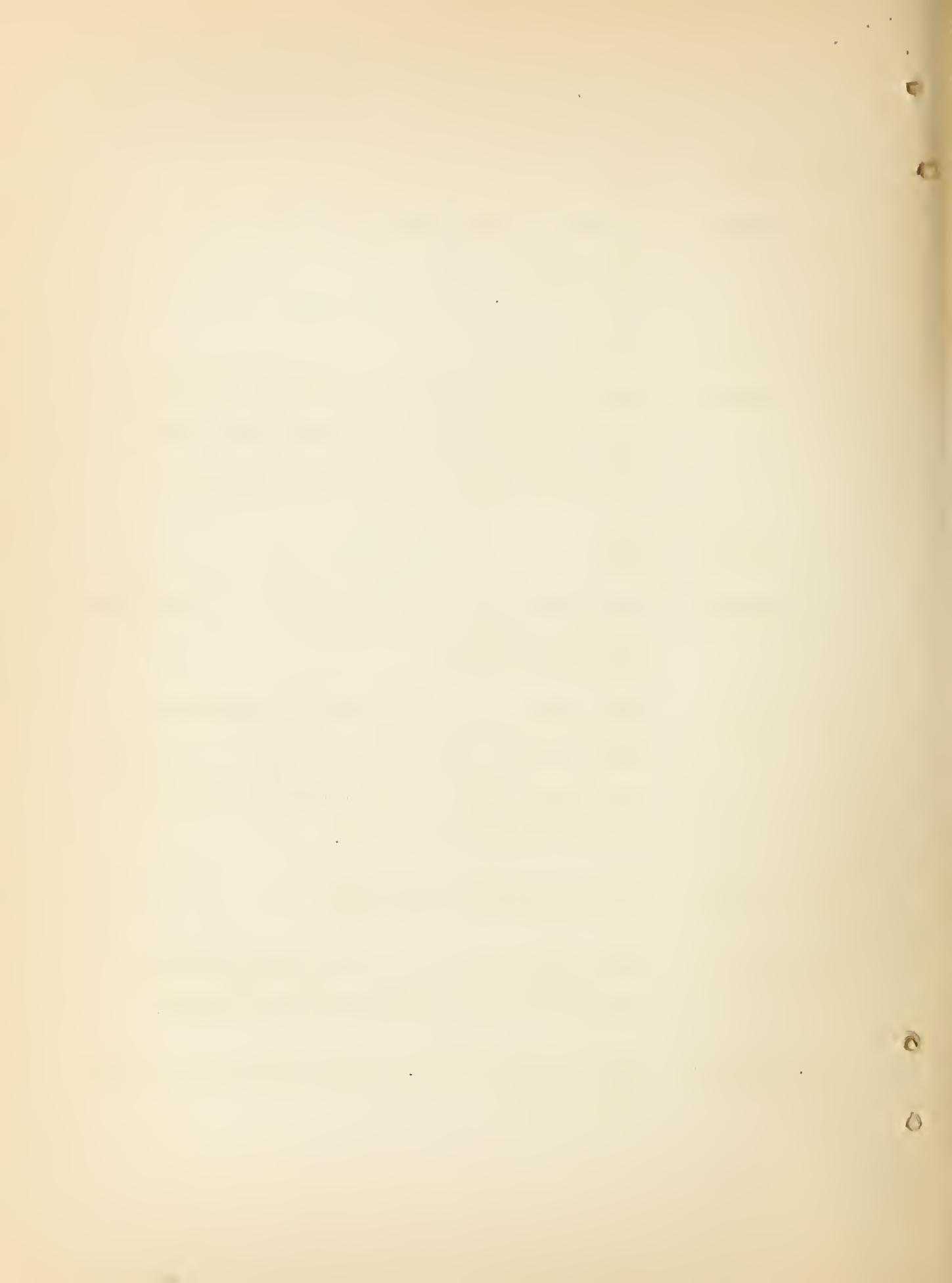
52. FREYMAN: That pressing isn't ironing at all . . it's something entirely different.

53. NANCY: Your mother's right, Mrs. Freyman. Pressing is quite different from ironing . . but it's a job that can easily be done at home . . and done well, if you follow some simple rules.

54. FREYMAN: I'd surely like to hear them.

55. NANCY: One of the secrets is to use the right weight of cloth for pressing different kinds of fabrics.

56. FREYMAN: Wait a minute, Nancy . . what do you mean by a cloth for pressing?



57. NANCY: When you press, the garment is dry. That's what makes it different from ironing.

58. FREYMAN: You mean you press things when they are dry?  
But how . . .

59. NANCY: Wait . . you get the moisture into the garment by having a damp pressing cloth between the iron and the garment.

60. FREYMAN: I see . . that's where the steam comes from.

61. NANCY: Exactly.

62. FREYMAN: And you say you have to use a different weight cloth for different kinds of materials.

63. NANCY: Unhunh.

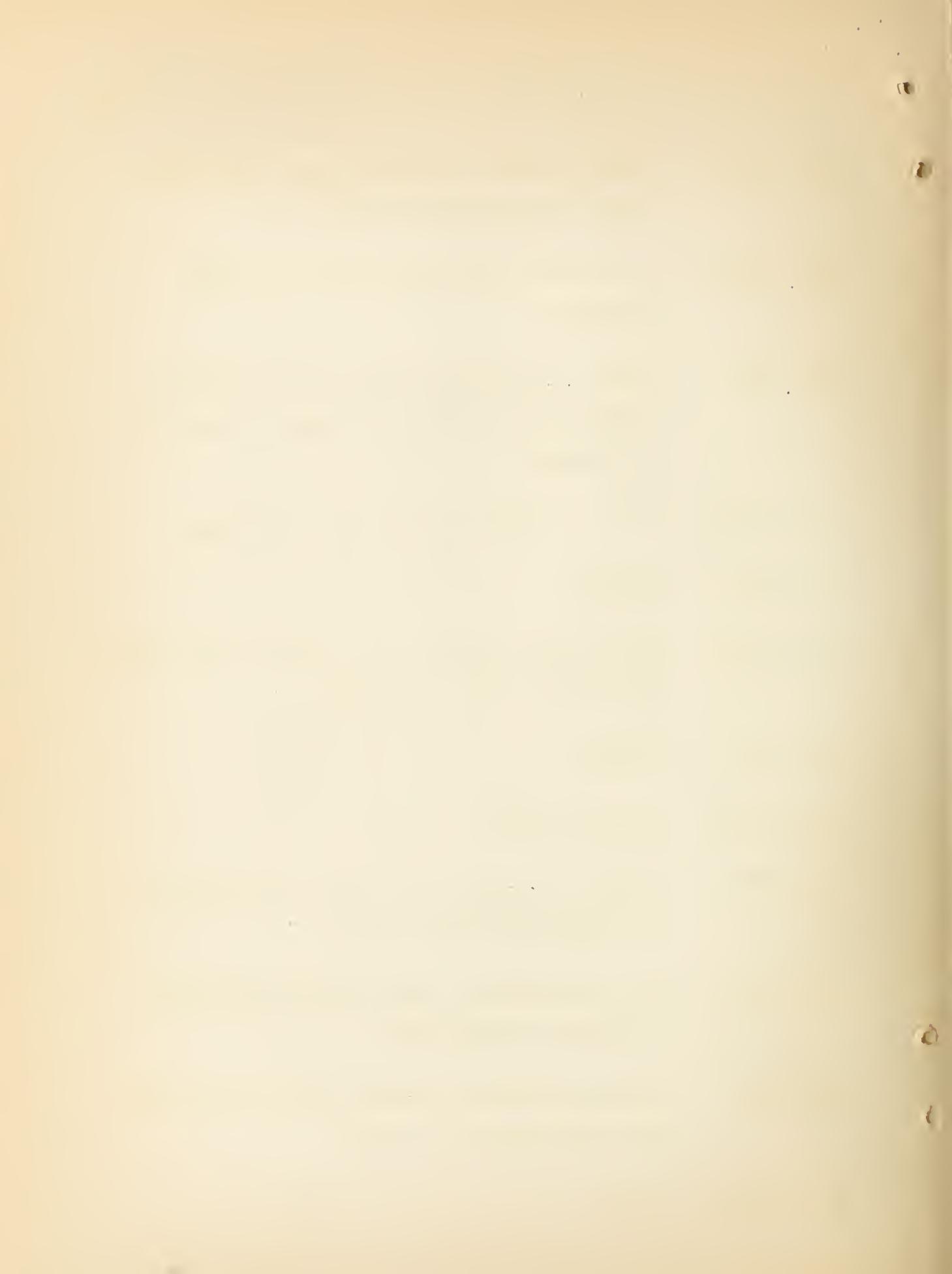
64. FREYMAN: What's the rule?

65. NANCY: Simple . . the heavier the fabric to be pressed . . the heavier the pressing cloth.

66. FREYMAN: If I were pressing a heavy wool dress, what would I use for a pressing cloth?

67. NANCY: A square of muslin, or boatsail twill, or even firm linen crash will do a good job.

68. FREYMAN: I see.



69. NANCY: Here's a trick to remember about pressing wool . . .  
suppose it's a winter coat . . .

70. FREYMAN: That's fine . . . I have a winter coat I'm going to  
make over . . .

71. NANCY: When you get around to pressing it, try this . . .  
lay the coat on the ironing board . . .

72. FREYMAN: Yes.

73. NANCY: And then put a piece of wool over the coat.

74. FREYMAN: Any kind of wool?

75. NANCY: Yes, as long as it's clean. And then on top of these  
two layers of wool, put your heavy pressing cloth  
and start pressing.

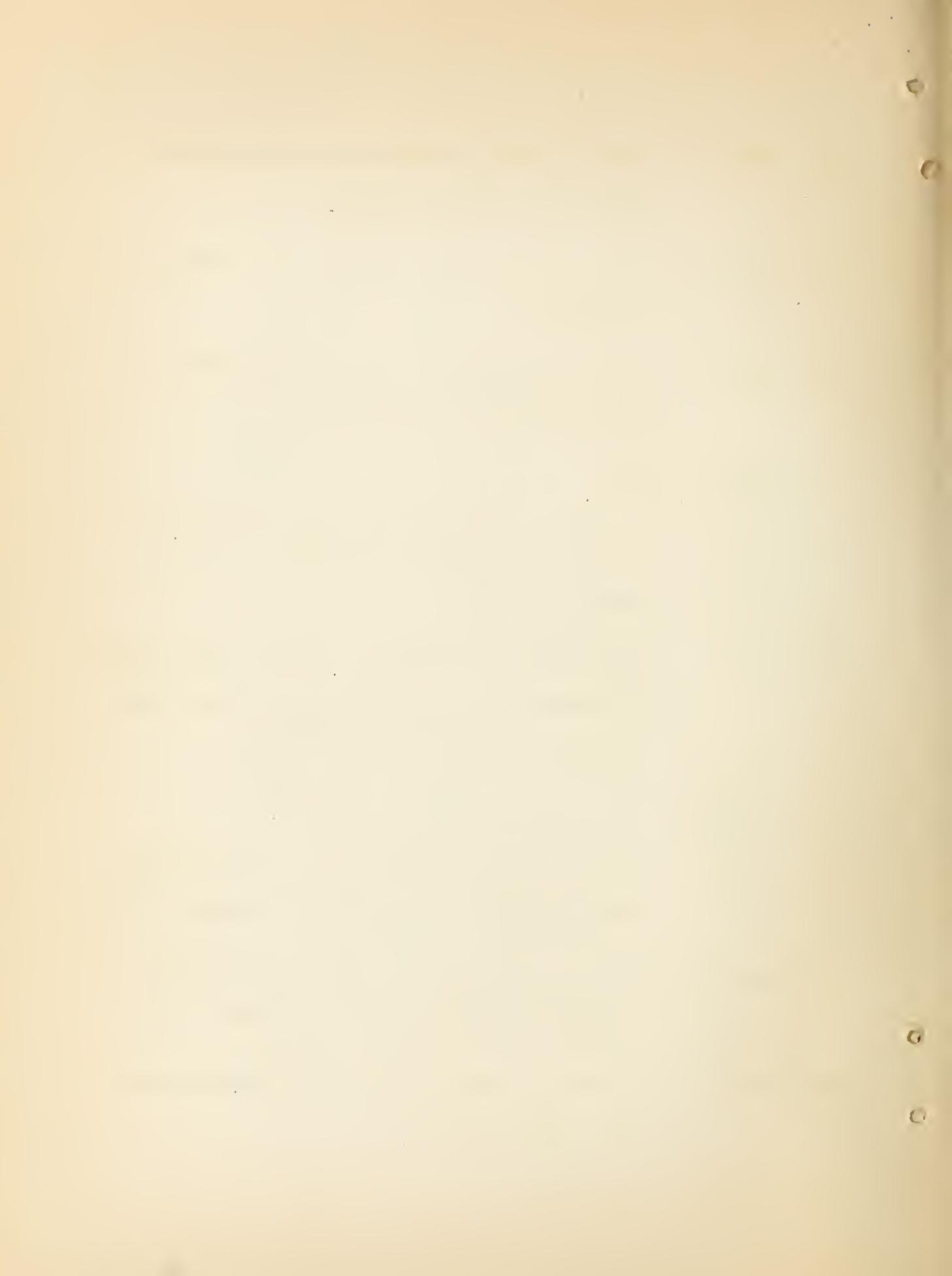
76. FREYMAN: I'll certainly have to try that.

77. NANCY: You'll be surprised how much it will do to revive  
and bring back to life even an old garment.

78. FREYMAN: Is there any special trick about pressing wool?  
I mean, about the way you use the iron?

79. NANCY: I'm glad you brought that up, Mrs. Freyman, because  
there certainly is . . .

80. FREYMAN: What is it?



81. NANCY: Wiggle the iron back and forth slowly instead of pulling it up and down in a straight line as you do in ordinary ironing.

82. FREYMAN: Why do you do that?

83. NANCY: If you pull the iron up and down, you may stretch the wool out of shape. You see, wool stretches quite easily while it is steaming.

84. FREYMAN: I see. So you move the iron from side to side slowly as you iron.

85. NANCY: That's it. And be sure the material under the pressing cloth is almost dry before you move on to another spot.

86. FREYMAN: Almost dry? Don't you press it till it's really dry?

87. NANCY: No. Lift the garment from the board while the last little bit of steam is still there, and pat it out with your hand.

88. FREYMAN: How does that help?

89. NANCY: It keeps the wool from having that hard pressed look.



90. FREYMAN: Now, how about a couple of hints about pressing rayon and silk dresses . . I have a couple of those I'm going to fix up to wear again . .

91. NANCY: Before I tell you that, I want to add one warning about that pressing cloth . .

92. FREYMAN: All right, what is it?

93. NANCY: Be sure to keep the cloth absolutely clean at all times. And if you should happen to get it a little scorched, wash out every trace of it.

94. FREYMAN: That's because it will discolor the thing you're pressing, I suppose.

95. NANCY: Exactly. Now, about pressing rayon. Rayon will come out best if you press it on the wrong side . .

96. FREYMAN: Mother presses wool on the wrong side, too.

97. NANCY: Yes, that's right. I forgot to mention it.

98. FREYMAN: And what do you use for a pressing cloth?

99. NANCY: Tissue paper.

100. FREYMAN: Tissue paper!

Q

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101. NANCY: That's it. Dampen the paper slightly with a sponge or a damp cloth, and use the paper just as you do the pressing cloth . . or you can use just the dry paper.

102. FREYMAN: That's a new one.

103. NANCY: And remember about the heat of the iron, particularly when you're pressing rayon.

104. FREYMAN: How hot should it be?

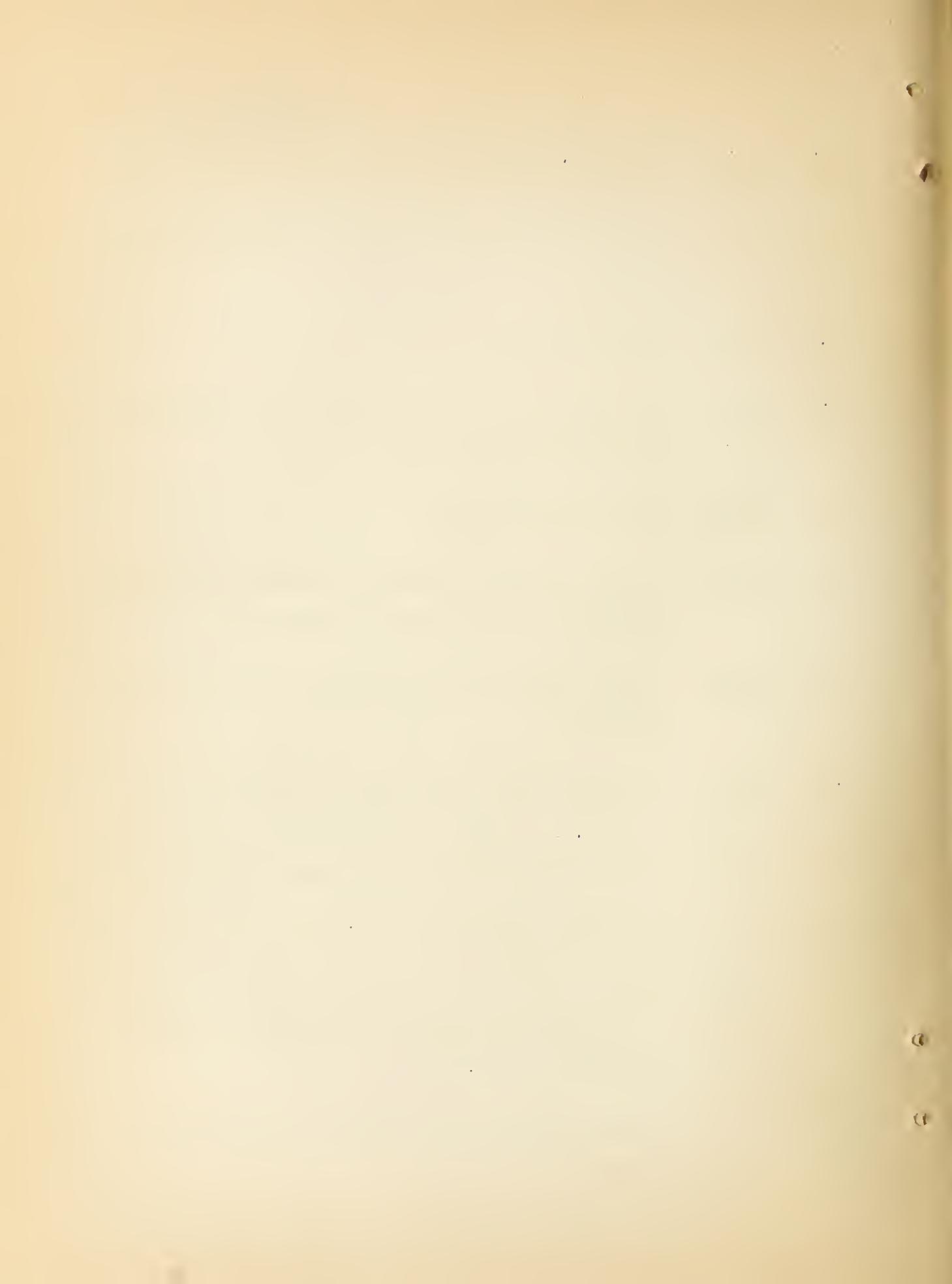
105. NANCY: Just hot enough to take out the creases, but not hot enough to melt the fabric or stick to it.

106. FREYMAN: I see. Now, have you any suggestions about pressing corduroy?

107. NANCY: I should say so. Use a damp pressing cloth and a warm iron . . press it on the wrong side till it's almost dry. Then take a brush and fluff up the velvety surface as you would fur.

108. FREYMAN: Thanks for all your suggestions, Nancy. I'm anxious to get started now to see what I can do to get our clothes in good shape.

And now, Gunnar, what facts have you dug up for us today?



109. GUNNAR: Some tips on how to buy shoes, Mrs. Freyman.

110. FREYMAN: This seems to be clothes day on CONSUMER TIME.

111. GUNNAR: Yes, it does, but it's the right time . . families are sending their children back to school . . and the barefoot days are over for another year.

112. FREYMAN: And the fall styles are out, too.

113. GUNNAR: Speaking of styles . . that seems to be what two members of our consumer family are talking about.  
(FADE) Mrs. Miles and Barbara are glancing through the pages of . . .

. (PAUSE)

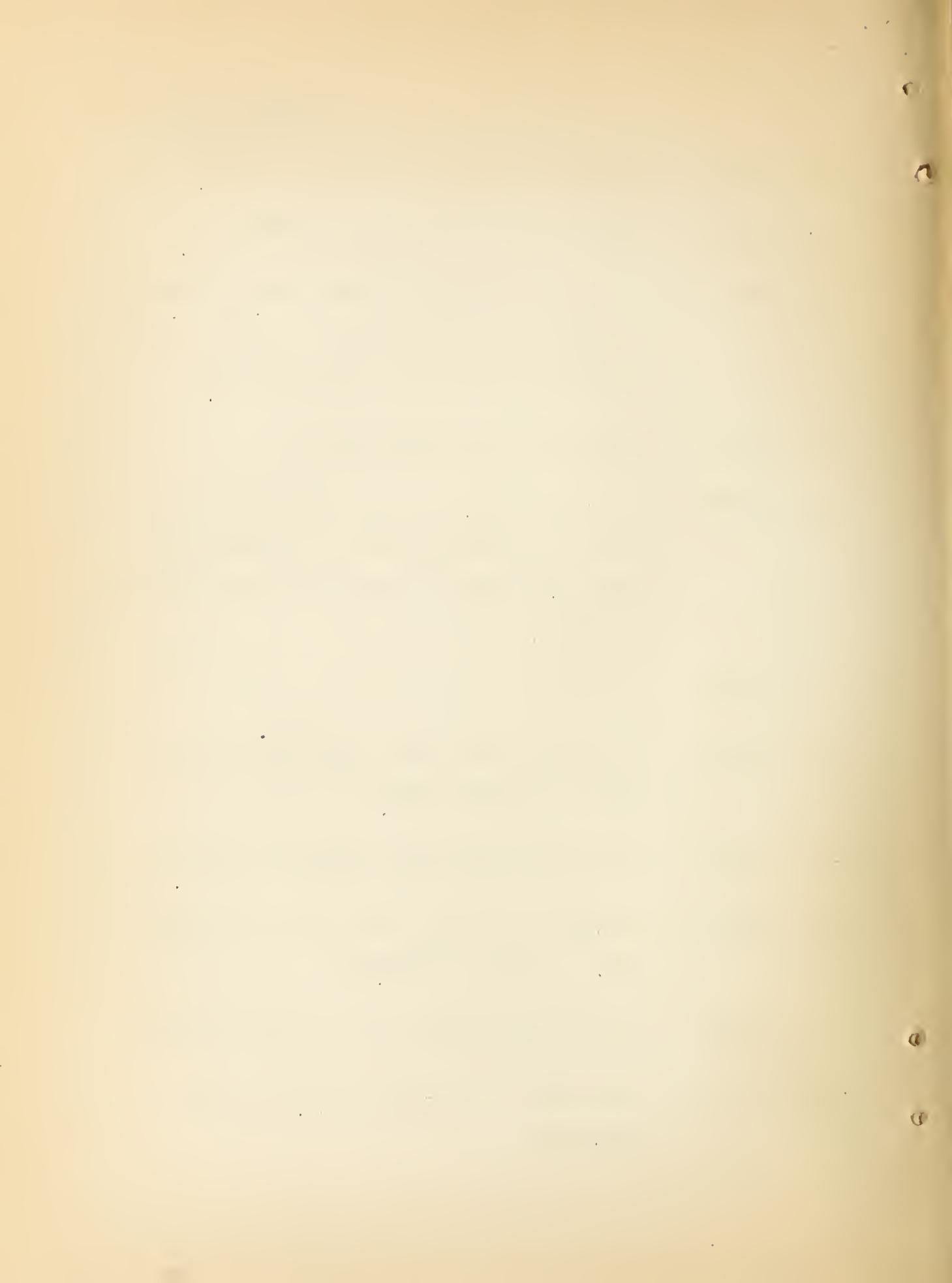
114. BARBARA: Oh, there's a swell pair, Mother. They'd look marvelous with my green suit.

115. MOTHER: Yes, they do look pretty, Barbara, but aren't . . ?

116. BARBARA: And here! Oh, Mother, can't I have a pair like that? . . They're scrumptious.

117. FATHER: What in heaven's name are you two talking about?

118. BARBARA: Shoes, Dad . . the new fall styles . . they're beautiful!



119. FATHER: Beautiful . . humph! Isn't that just like a woman . . picking out shoes because they're beautiful.

120. BARBARA: Well, what else would you pick them for?

121. FATHER: If you ask me, I'd say pick them out because they feel good, and are comfortable.

122. MOTHER: But can't they be both?

(PAUSE)

123. GUNNAR: Well, Mrs. Freyman, how would you answer that question?

124. FREYMAN: You mean . . is it possible to get shoes that are comfortable and that fit and are still good looking?

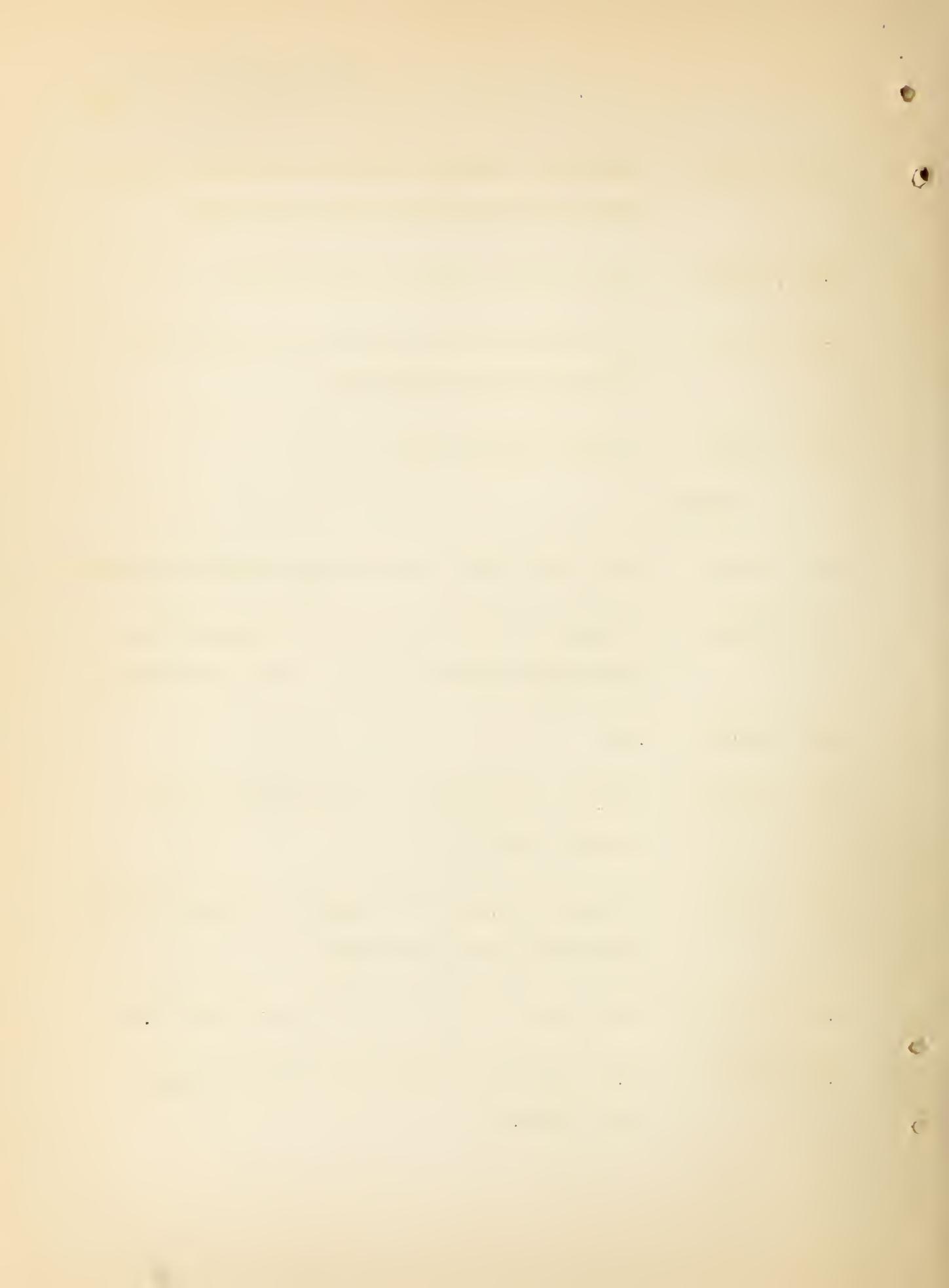
125. GUNNAR: Yes.

126. FREYMAN: Frankly, I don't know . . I suppose you're going to tell me you can.

127. GUNNAR: The answer is yes, and I'm going to tell you what the experts say about buying shoes.

128. FREYMAN: Shoes take a lot out of my budget, so I'm all ears.

129. GUNNAR: First, decide which kind of shoe you want before you go shopping.



130. FREYMAN: That's so you won't end up buying a shoe for dress-up when you need shoes for work.

131. GUNNAR: That's exactly right. Shoes are made for different uses, so make up your mind which kind you want, and stick to it.

132. FREYMAN: All right, and after I've made up my mind, then what?

133. GUNNAR: Take plenty of time. You may have to go to several stores before you find shoes that fit comfortably, that appeal to you, and that you can afford to pay for.

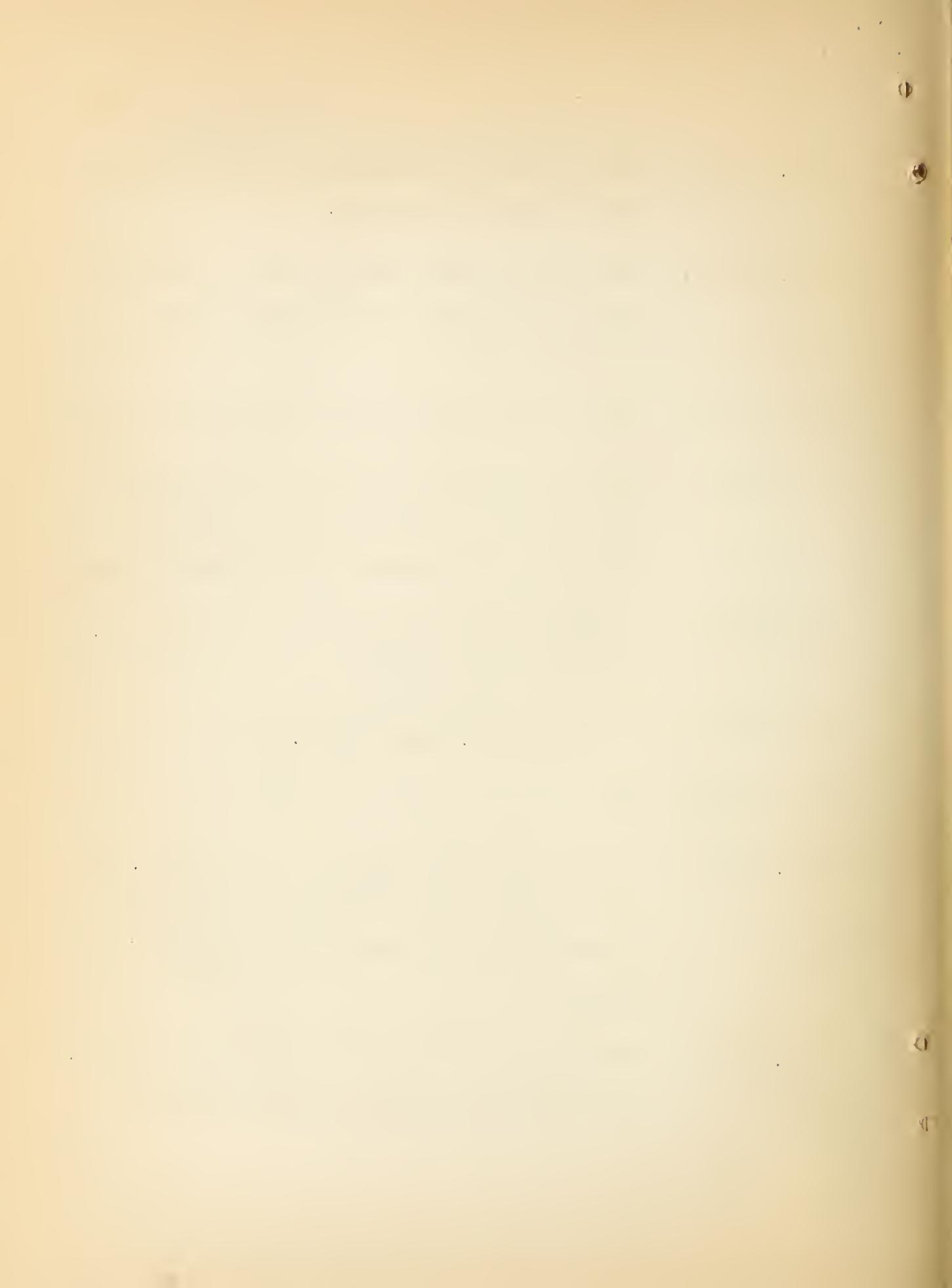
134. FREYMAN: I suppose I should ask for the right size shoes . . . to be sure I get a good fit?

135. GUNNAR: The answer, Mrs. Freyman, is no!

136. FREYMAN: No!?

137. GUNNAR: The real test of shoe comfort is fit, not size. You see, shoe sizes don't mean very much, because all shoe manufacturers don't use the same system of dimensions.

138. FREYMAN: That's why one kind of shoe fits and another doesn't, even though they're supposed to be the same size.



139. GUNNAR: Right. And now here are the things to check for on fit . . . First, is the length right?

140. FREYMAN: Not too long or too short.

141. GUNNAR: Unhunh. Shoes should be longer than your foot, but not unnecessarily long.

142. FREYMAN: How can I tell whether the shoe is the right length?

143. GUNNAR: Well, the ends of your toes should never touch the end of the shoes, and there should be no pressure on their tops.

144. FREYMAN: I see.

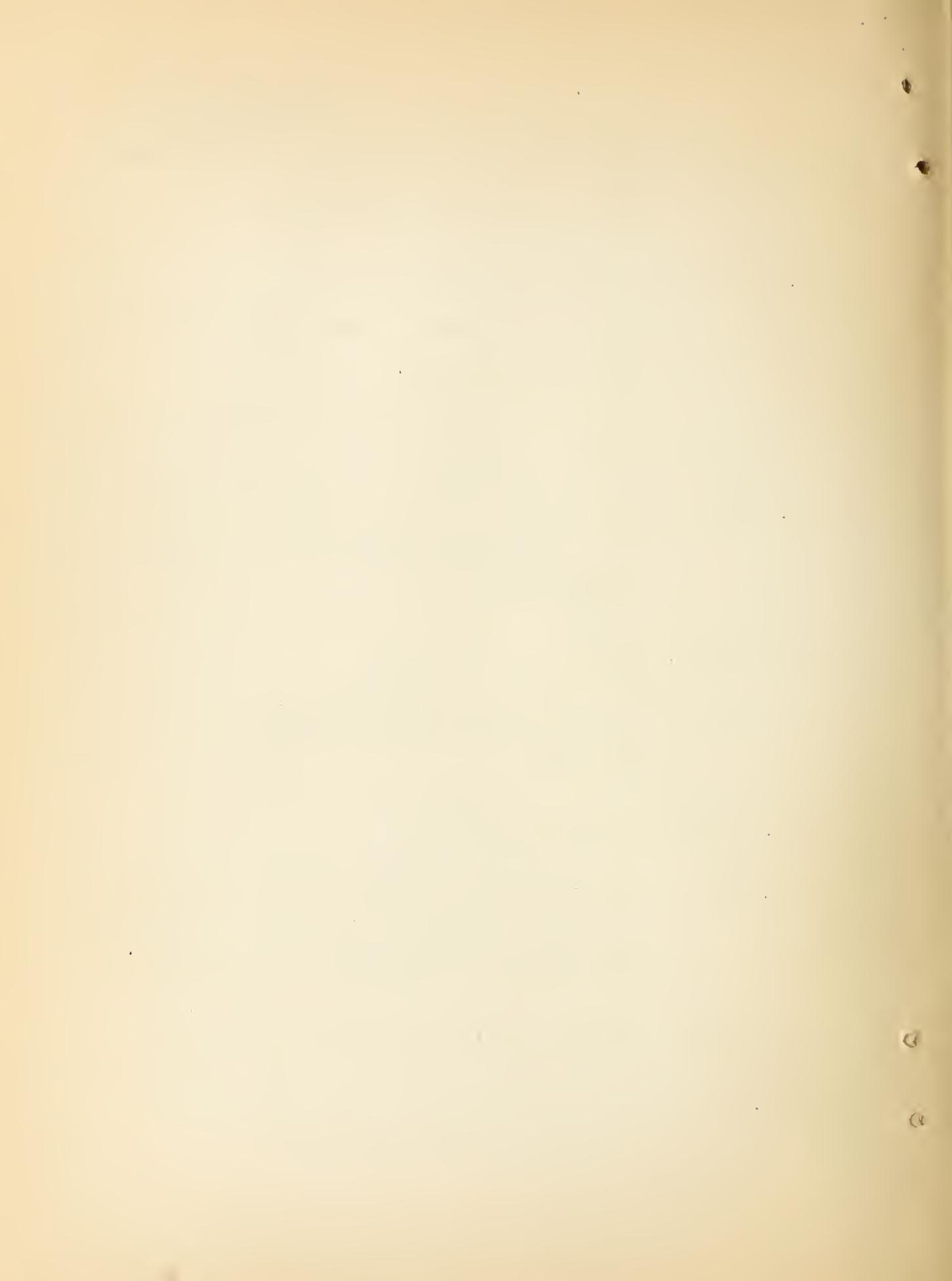
145. GUNNAR: Next question you should ask yourself . . is the ball right?

146. FREYMAN: The ball of my foot?

147. GUNNAR: Yes. The ball of your foot should lie over the widest part of the sole . . and the sole should be wide enough so your foot doesn't feel pinched.

148. FREYMAN: And the heel should fit snugly, shouldn't it?

149. GUNNAR: Yes, the heel should fit snugly, but it shouldn't cut into that tendon on your heel.



160. FREYMAN: That's pretty nearly all, isn't it?

161. GUNNAR: A couple more points . . . the top, of course, should fit snugly, too, but it shouldn't cut into your instep.

162. FREYMAN: Yes?

163. GUNNAR: Another important point is this . . . be careful about alterations. Shoes cannot be stretched to make them longer.

164. FREYMAN: They can't? . . . That's something new to me.

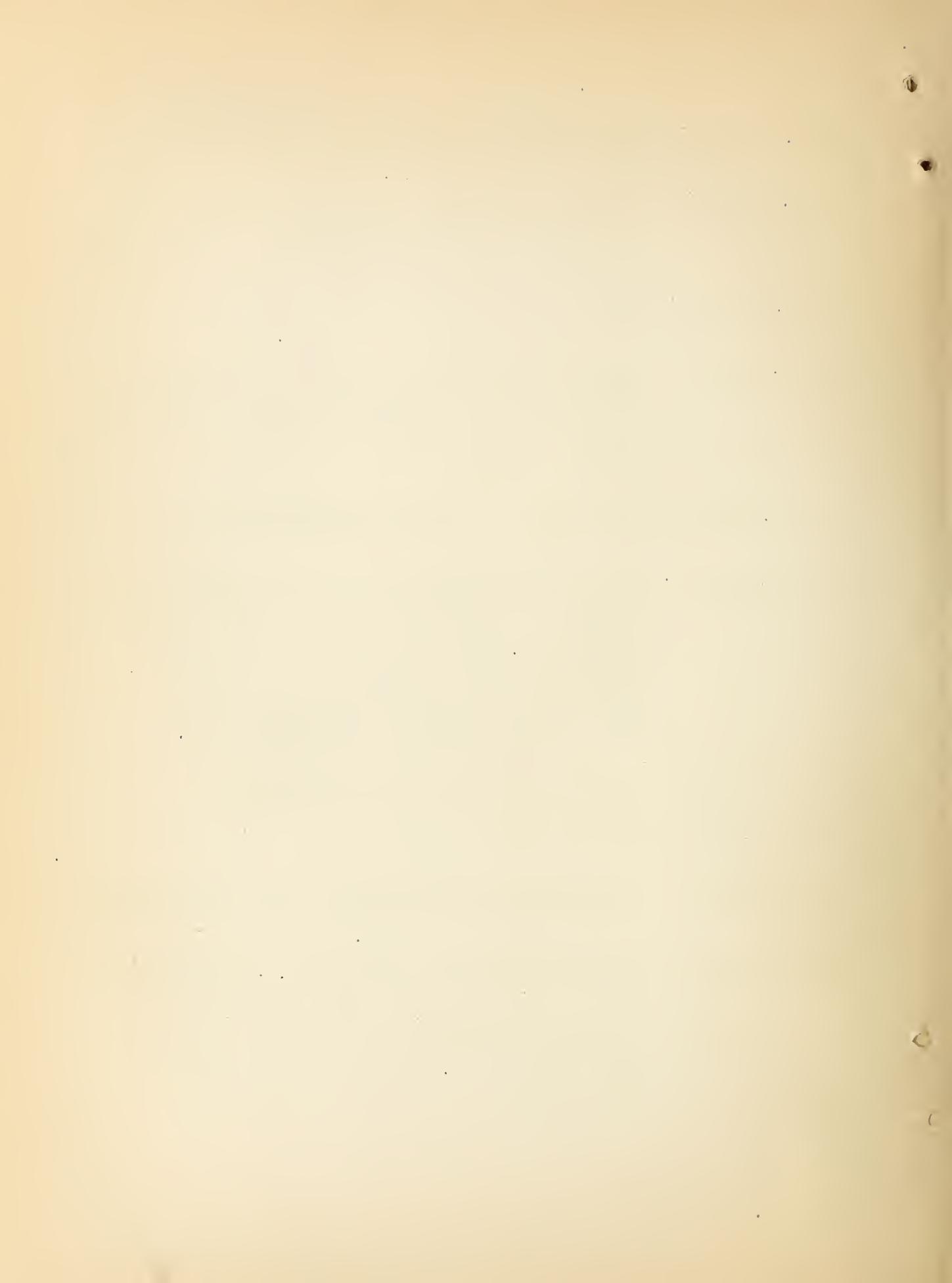
165. GUNNAR: And if they are stretched to make them wider, it's usually the seams that are pulled, rather than the material. The best thing to do is to look for shoes that don't need any alterations at all.

166. FREYMAN: You haven't mentioned one thing, Gunnar.

167. GUNNAR: What's that?

168. FREYMAN: How can I tell if the shoes are really comfortable.

169. GUNNAR: There's only one way . . . try them on, walk around in them . . . with both shoes on . . . and if you're not sure they are fitting comfortably, look around for another pair.



170. FREYMAN: I never realized there was so much to just buying a pair of shoes . . .

171. GUNNAR: Just remember this . . you can always get a new pair of shoes, but you can't ever get a new pair of feet . . they have to last as long as you do . . so take care of them and treat them right.

172. FREYMAN: I have one more question, Gunnar . . what about the shoes that are supposed to correct your feet . . that is, if you have something wrong with them.

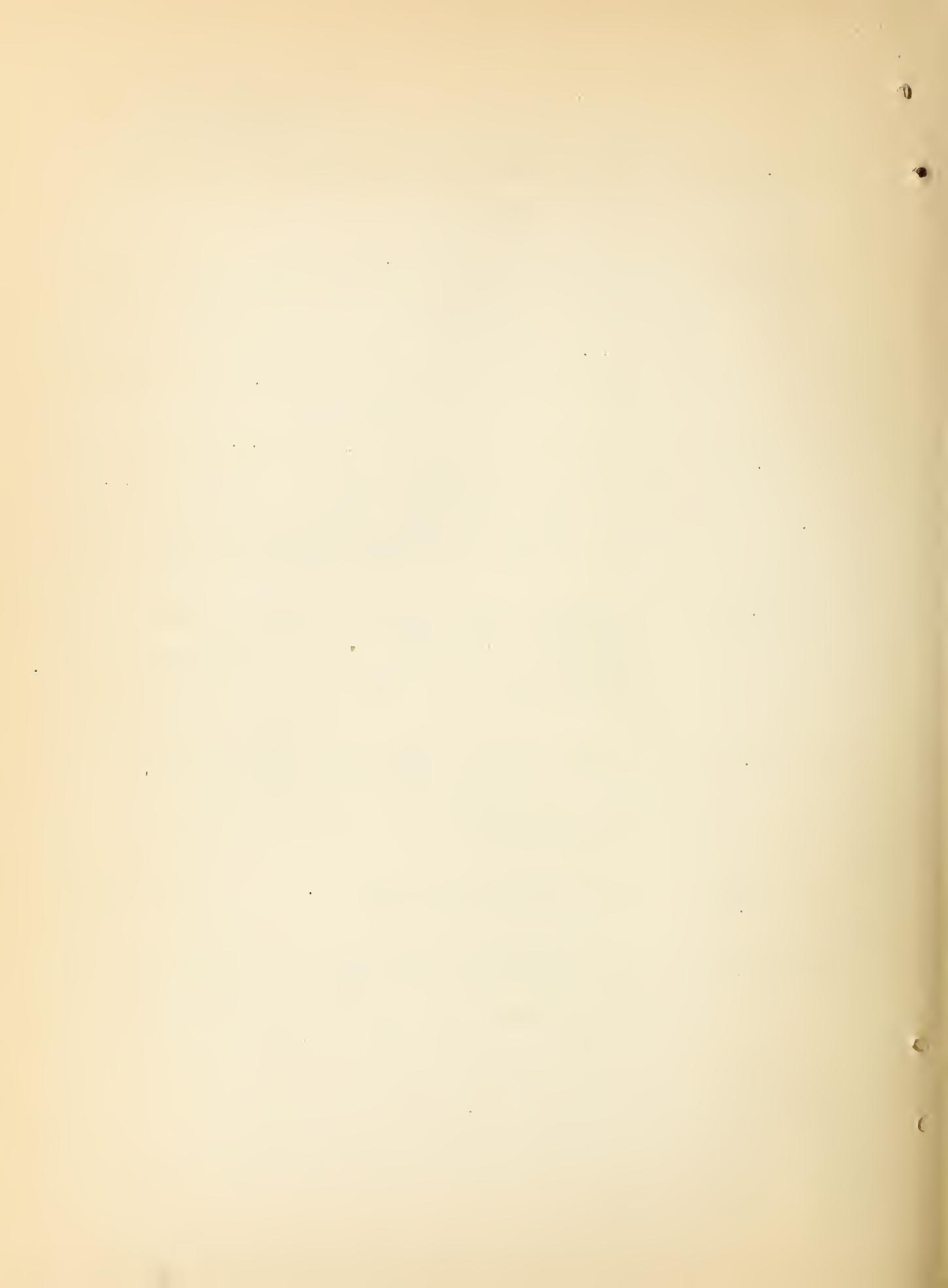
173. GUNNAR: I'm glad you brought that up, because it's very important . . if there is something really wrong with your feet, only a doctor can tell you what to do.

174. FREYMAN: You mean I shouldn't depend on a shoe salesman to tell me the kind of shoes to wear if there's something wrong?

175. GUNNAR: That's exactly what I mean.

176. FREYMAN: I've learned plenty about buying shoes today, and I hope you have one of those Consumer Tips cards to help me remember it all.

177. GUNNAR: Yes, we do, and in just about one minute , our announcer, will tell you how you can get a copy, free.



178. FREYMAN: That's fine, and many thanks, Gunnar. And now . . . !

179. SOUND: NOTE ON CHIVES

180. GUNNAR: Syracuse, New York. Women in the Home Demonstration Club in Syracuse, New York, go on the Honor Roll today for their splendid project in consumer education.

This group was organized in Pioneer Homes, the Federal Housing Project in Syracuse . . . to help the families furnish their homes intelligently and wisely, and to teach the women how to buy food and other products so they would get their money's worth.

This group was formed shortly after the first families moved into the project and already has performed a great service.

For carrying on a practical program in consumer education, the women in the Home Demonstration Club in Pioneer Homes, Syracuse, get Honor Roll mention today.

181. SOUND: NOTE ON CHIVES

182. FREYMAN: Thank you, and now, quickly, what have you arranged for next week's CONSUMER TIME?



183. NANCY: Tips on home dyeing.

184. GUNNAR: How to buy blankets.

185. FREYMAN: How to buy blankets and some tips on home dyeing for CONSUMER TIME next week. All right, , tell us how we can get those Consumer Tips cards.

186. ANNOUNCER: Very simple, Mrs. Freyman. All you have to do is to send a penny post card to Consumers' Counsel, Department of Agriculture, Washington, D. C. Give us your name and address and the call letters of the station over which you heard the program . . Ask for Consumer Tips on Shoes. It's free.

187. NANCY: Don?

188. ANNOUNCER: Yes, Nancy.

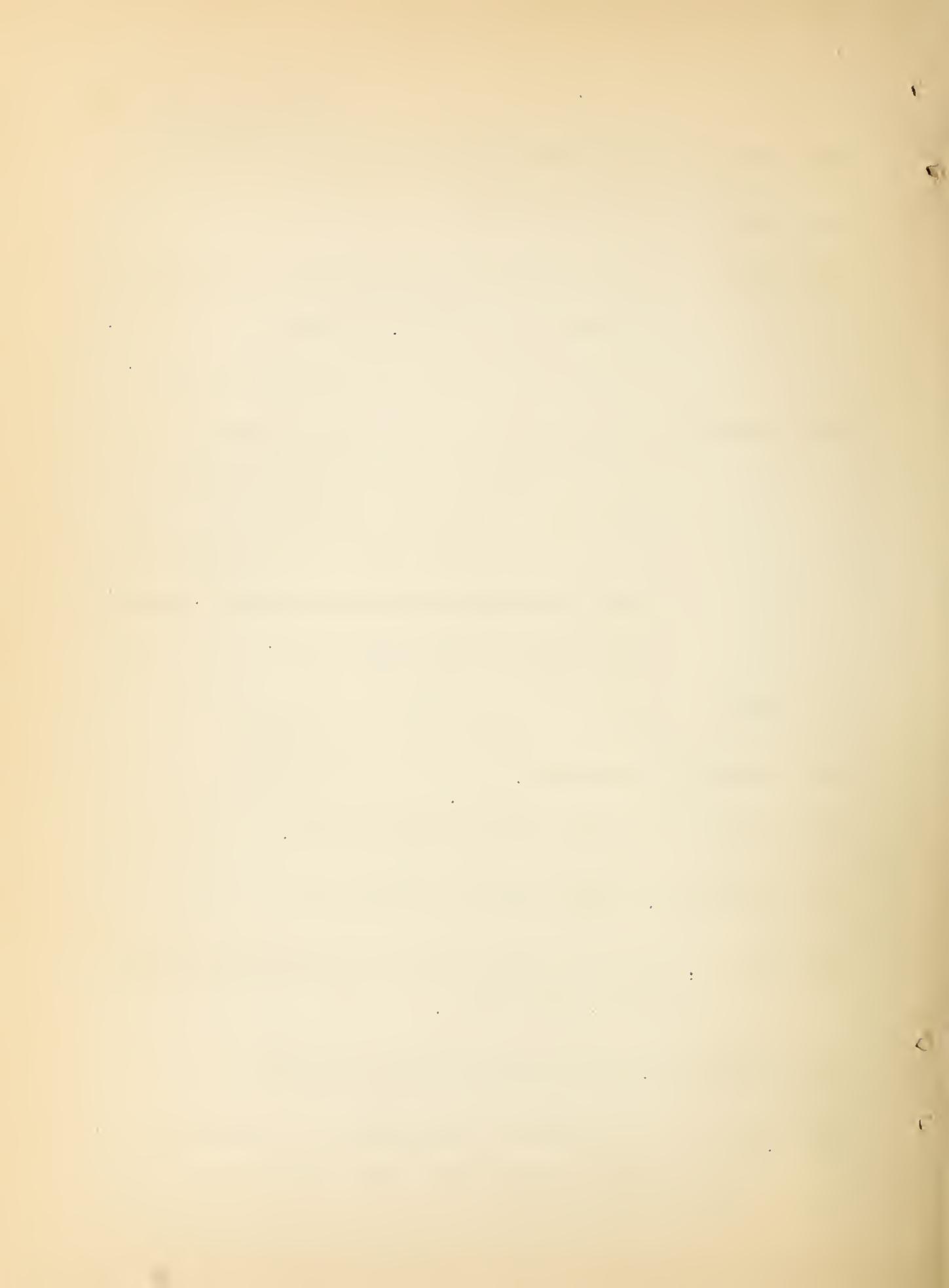
189. NANCY: I'd like to make an announcement.

190. ANNOUNCER: All right. What's it going to be?

191. NANCY: Well, two weeks from today, our broadcast is on the air at a new time.

192. ANNOUNCER: When will CONSUMER TIME be on the air?

193. NANCY: On Saturdays from twelve-fifteen to twelve-thirty, Eastern Standard Time. That's beginning on October fourth.



194. ANNOUNCER: And you'd like all our listeners to remember that new time, wouldn't you?

195. NANCY: Most certainly. We want all our listeners to be with us at our new time. Twelve-fifteen to twelve-thirty, Eastern Standard Time . . . every Saturday.

196. ANNOUNCER: Thank you, Nancy. I hope you all will remember that time . . . and if you're not sure, consult your local newspapers for the time and station.

And now, here's that address again . . . Consumers' Counsel, Department of Agriculture, Washington, D. C. A penny postal is all you need, with your name and address and the call letters of the station over which you heard this program. Ask for your free copies of Consumer Tips on Shoes.

Next week, CONSUMER TIME will again be presented by the Consumers' Counsel in the Department of Agriculture, in cooperation with defense and nondefense agencies of the United States Government working for consumers.

Heard on today's program were Evelyn Freyman, Nell Fleming, Nancy Ordway, Frances Adams, Cy Briggs, and Gunnar Jagdmann.



CONSUMER TIME has been presented as a Public Service by NBC and the independent radio stations associated with the Red Network of the National Broadcasting Company.

